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Sales Process for ENERGY STAR® Certified Homes

Americans are increasingly aware of the ENERGY STAR label. Don't miss this opportunity to let prospective homebuyers know about your commitment to building comfortable and energy-efficient homes. To successfully communicate the value of ENERGY STAR certified homes to a prospective homebuyer, the sales team should follow these steps:

Step 1: Introduce Your Company

ENERGY STAR should be part of the introduction when the sales person speaks with a prospective buyer for the first time. Discuss with prospective buyers why you build ENERGY STAR certified homes; how this explains who you are as a company; your company's commitment to sustainability; or something else that will allow the customer to relate to your product. Invest the time in developing a good elevator speech.

Step 2: Evaluate and Understand Each Customer

Is your customer a deal maker? Nervous first-time buyer? Environmentalist? Engineer? Understanding each customer can help you to tailor your sales message and sell your ENERGY STAR certified homes. Ask questions to determine what's important to the customer:

- Why are you in the market for a new home?
- What would you like to change in your current home?
- What do you know about ENERGYSTAR?

Step 3: Fulfill the Customer's Needs

Based on information gathered about your buyer, pick a few features to discuss that are most relevant to their situation and how they will benefit. Don't be concerned with covering each feature – overwhelming your buyer with a lot of facts will likely lose their interest.

- Explain how some of the key ENERGY STAR features in your homes can meet your customer's needs.
- Relate benefits to what they already told you they wanted. E.g., "You mentioned your last home had inconsistent temperatures throughout the house..."
- Use simple statements and analogies. E.g., "We use high-quality insulation and install it carefully. This acts as a warm blanket for your home all winter long."

Step 4: Demonstrate the Home

As you take a prospective buyer through a home, continue to mention the benefits of living in an ENERGY STAR certified home. Visual displays that reiterate and reinforce the benefits can create a memorable experience:

- Have on hand credible documentation, such as the ENERGY STAR certification label, HERS rating and test results, customer testimonials, and behind-the-wall or infrared images of the home.
- Create your own displays, such as examples of how you deal your ducts, or properly install insulation.
- Contact your product manufacturers of the ENERGY STAR features you put in your home. For example, ENERGY STAR window manufacturers may have a cross section of a window display so you can see various components, such as double panes and warm edge spacers.

Step 5: Conduct a Financial Analysis

Close the deal by showing your customers that they can get all the energy-efficient features in an ENERGY STAR certified home, and afford it, too! Here's an example of what you might provide:

Based on \$2,000 additional financing, mortgage payment will be \$15 per month*, so homeowners will:

- Use substantially less energy for heating, cooling, and water heating, delivering \$35/mo* savings;
- Have the potential for positive cash flow starting the day they move in;
- Own a home that is quieter, more comfortable, and third-party tested; and
- Experience an even bigger increase in savings if energy prices rise.

*Figures are for illustrative purposes only, assuming 30 years and 5.5% interest.

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